

## WHAT IS CLAIMED IS:

1. A method of providing a service to a user, the method comprising:  
upon payment of a first fee by the user, transmitting a content information  
comprising a commercial information to a device of the user, the device being configured  
to enable to skip any portion of the content information; and,  
upon payment of an additional fee by the user, enabling the device of the user to  
automatically skip the commercial information when playing out the content information.
- 10 2. The method of Claim 1, further comprising:  
enabling the device to remove the commercial information when recording the  
content information.
- 15 3. The method of Claim 1, further comprising:  
transmitting a signal representative of a temporal occurrence of the commercial  
information; and,  
enabling the device to interrupt a recording of the content information during the  
commercial information based on the signal.
- 20 4. The method of Claim 1, further comprising:  
transmitting a signal for identifying the commercial information in the  
information content; and,  
enabling the device to omit the commercial information from a recording of the  
content information based on the signal.
- 25 5. The method of Claim 1, wherein the device is enabled to automatically jump over  
the commercial information when playing out a recorded version of the content  
information.
- 30 6. The method of Claim 1, further comprising:

enabling the user to inactivate the automatic skipping of the commercial information.

7. The method of Claim 1, further comprising:  
5 charging the additional fee for each automatic skipping of the commercial information.

8. The method of Claim 1, further comprising:  
broadcasting the content information.

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9. The method of Claim 1, further comprising:  
streaming the content information to the device of the user.

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10. The method of Claim 1, wherein the content information is representative of a portion of television program.

11. The method of Claim 1, wherein the content information is representative of a portion of a radio program.

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12. A service provided to a user, the service comprising:  
upon payment of a fee by the user, transmitting a content information comprising a commercial information to a device of the user, the device being configured to enable to skip any portion of the content information; and,  
upon payment of an additional fee by the user, enabling the device of the user to  
25 automatically skip the commercial information when playing out the content information.

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13. A method of enabling to provide a service to a user, the service comprising:  
(i) upon payment of a fee by the user, transmitting a content information comprising a commercial information to a device of the user, the device being configured to enable to skip any portion of the content information;

(ii) upon payment of an additional fee by the user, enabling the device of the user to automatically skip the commercial information when playing out the content information.

wherein the method comprising enabling one of steps (i) and (ii).